Position Function:
The Graduate Assistant of Marketing Strategy will help implement and execute communications and marketing strategies of Ball State’s Office of Housing and Residence Life.

The person in this position needs to aspire to be a well-rounded communicator, as they will do a little bit of everything from content creation, social media management, writing, website support, potential photo, and video creation/editing, serve as a departmental representative, supervisor, and more. This position will supervise 2-3 undergraduate student assistants.

It’s imperative for the person in this role to develop an understanding of the niche world of Housing and Residence Life, identify and cater to its variety of audiences, and assess and continuously improve on the communications strategies and brand of Ball State University Housing and Residence Life (HRL).

The Graduate Assistant of Marketing Strategy will also work with other professionals within Housing and Residence Life, the Division of Student Affairs, additional campus partners, as well as students at Ball State University.

Duties/Responsibilities:
1. Work with the Assistant Director of Marketing Strategy for Housing and Residence Life to maintain and implement the department’s brand, marketing, and communications plans.
2. Be knowledgeable and supportive of all marketing and communications initiatives while collaborating with staff members, students, parents, and campus partners.
3. Collaborate with staff on marketing, promotional, and communications needs.
4. Collaborate on new media efforts such as blog posts, videos, photography,
5. Assist in consistent content creation and assess content to be used across several mediums/platforms.
6. Assist and manage the department’s online presence, including consistency on HRL social media sites (Facebook, Twitter, Instagram, YouTube, TikTok), campaign development and implementation, content creation, etc.
7. Assist in data collection and assessment of HRL social media channels such as follower growth and tracking and monthly interactions.
8. Research best practices and advises on current trends that enhance organizational image, presence, and brand, including promising/best practices.
9. Assist in website management, including but not limited to: General updates, redesign, content development, implementation of best practices, calendar management, blog creation, etc.
10. Assist in the supervision and management of any undergraduate students working with HRL Marketing and Communications.
11. Assist in the brand management of Housing and Residence Life. Ensure the entities within HRL (Living-Learning Communities, Student Orgs, etc.) are consistent with the brand as well as University branding.
12. Assist with the development of a strategic marketing plan.
13. Manage the poster and flyer approval and distribution process from external organizations.
14. Serve as an HRL representative at events as necessary.
15. Participate in assigned Housing and Residence Life committees and task forces.
16. Serve on the duty rotation for area and attend area and departmental meetings.
17. Perform other related duties as assigned.

Supervision:
Reports to the Assistant Director of Marketing Strategy for Housing and Residence Life.

Minimum Qualifications:
• Bachelor’s degree in art, marketing, journalism, communications, design, or related field.
• Enrollment in a Ball State University Graduate Program.
• A portfolio demonstrating experience in design, marketing, and/or communications.

Preferred Qualifications
• Familiarity with Adobe Creative Suite Software (Illustrator, Photoshop, InDesign, Premiere Pro, etc.).
• Knowledge and understanding of Social Media platforms, their respective audiences (Facebook, Twitter, YouTube, Instagram, TikTok etc.) and how each platform can be utilized.
• Familiarity with a social media management platform (Hootsuite, MailChimp, etc.).
• Knowledge of MS Office Suite of programs (word, excel, etc.).
• Design/Communication/Marketing/PR experience, such as an internship.

Compensation and Terms
• Stipend of $12,200 for the Academic Year, paid every two weeks.
• 20 hours per week
• Honored semester breaks (Fall Break, Thanksgiving Break, Spring Break, Winter Break)
• Optional two-bedroom furnished apartment, including utilities, and $200 per semester for laundry. The Graduate Assistant of Marketing Strategy has the option to live in a fully furnished apartment on campus. This apartment space can be shared with a spouse and/or dependent(s). Apartments are smoke free.
  o Please note, if this option is taken up on, Graduate Assistants will be expected to participate in the Duty rotation (training will be provided).
• Full-time Graduate Assistants work 20 hours a week and receive a majority waiver of tuition cost and stipend.
• Summer employment is available for an additional stipend.
• Assuming satisfactory performance or better, appointment would roll into a new 12-month assistantship position for the next Academic Year.

Official Position Title
Graduate Assistant of Marketing Strategy
Ball State Housing and Residence Life